

ENHANCE CONNECT GROW

City of Clermont
Downtown & Waterfront
Master Plan



ACKNOWLEDGEMENTS

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Prepared for the City of Clermont

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ABOUT THE PLAN

The Clermont community is committed to ensuring the ongoing social, cultural and economic value of its downtown and waterfront. For the last 100 years, the hills, historic downtown, adjacent neighborhoods and the Lake Minneola waterfront have been the defining characteristics of the community, creating a setting for a livable, small town feel that is connected to friend and family, the local Florida environment, and an emergent identification with healthy living. The downtown and waterfront is the place which all of Clermont takes ownership in, and it is a place where residents, business owners, and institutions have invested themselves to enjoy the high quality of life of this intimate community.

Clermont and its waterfront are also emerging as a regionally significant address. Since the development of the South Lake Trail, the Olympic Training Center, and the strong regional growth, the South Lake County area has developed a unique character brand and identity associated specifically with Clermont. Today, Clermont has become a destination for tourism, athletic training and competition, recreation, commerce, and culture. The community's

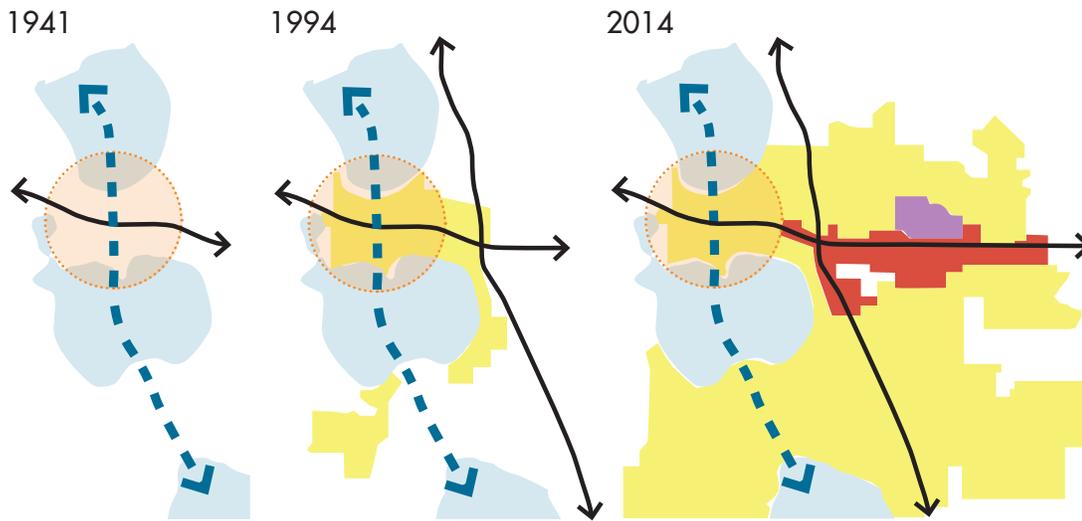
current challenge is to leverage these assets while protecting and enhancing the character of the 'real Clermont' to the benefit of those who live and work here.

As a community, Clermont has engaged in discussions about its character, vision, and future. This was accomplished, in part, through an extensive visioning process and recently adopted re-branding. The outcome of these efforts is the development of a platform of engaged stakeholders who are optimistic about the future, and prepared to tackle challenges in order to maximize Clermont's potential as a beautiful, livable community of choice.

The plan on the following pages advances this work as part of a more focused initiative to enhance the downtown and waterfront. This plan builds on the community conversation outcomes from the visioning process and defines and prioritizes common aspirations, new opportunities, and specific enhancements necessary for the continued quality development of a great waterfront community.

LOOKING AT CLERMONT

Historic Growth



The settlement pattern in Clermont has evolved since the end of World War II, when the city comprised the area between Lakes Minneola and Minnehaha along SR 50 and the Orange Belt RR. Even 20 years ago the city was fairly compact and largely still found west of US 27. The past two decades have seen growth to the east and south, away from downtown and the waterfront.

IMAGES OF CLERMONT

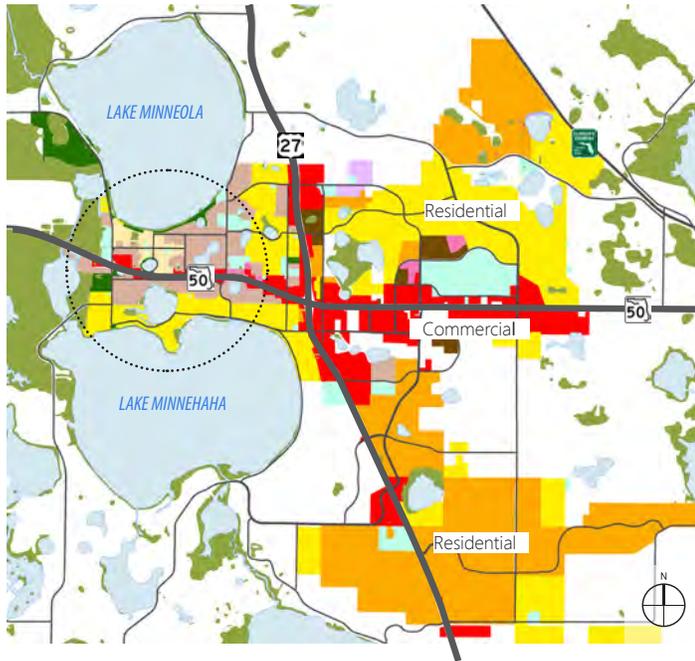
Downtown and Neighborhoods



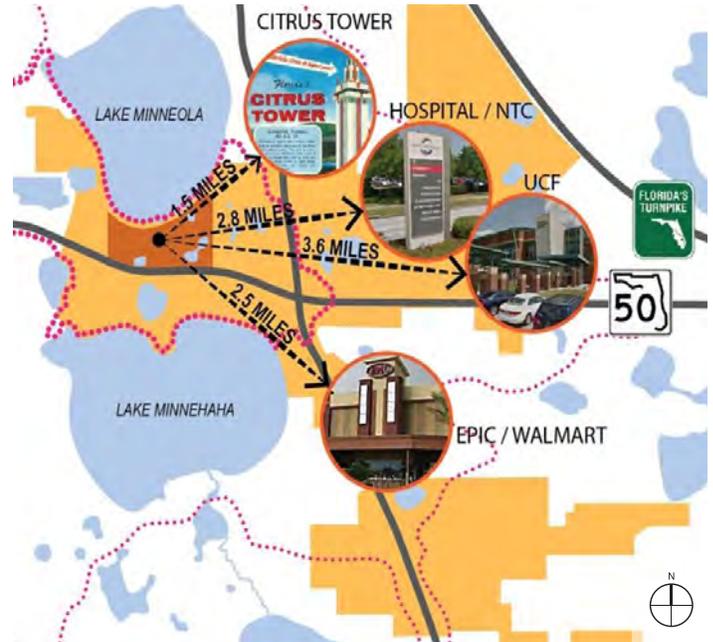
Images from downtown and the close-in neighborhoods, clockwise from below: The Farmer's Market is one of many special events that bring people to downtown; One of many service-type uses downtown; Races like this triathlon have the potential to bring many more people to downtown if they occur closer to 8th Street; The shopping core on Montrose Street has streetscape and on-street parking already in place



Future Land Use



Key Community Destinations



Waterfront



Images from the downtown waterfront, clockwise from above: Watersports, like jet-skiing, sailing, and kayaking, are year-round activities at the lake edge; Footrace jockeying for the same space as leisure walkers at 8th Street; Waterfront rentals provide a node of activity along the waterfront; Passive activities, like these shaded swingsets, can be found in several locations on the waterfront; Staging for large events is an important element to design.



MARKET OUTLOOK

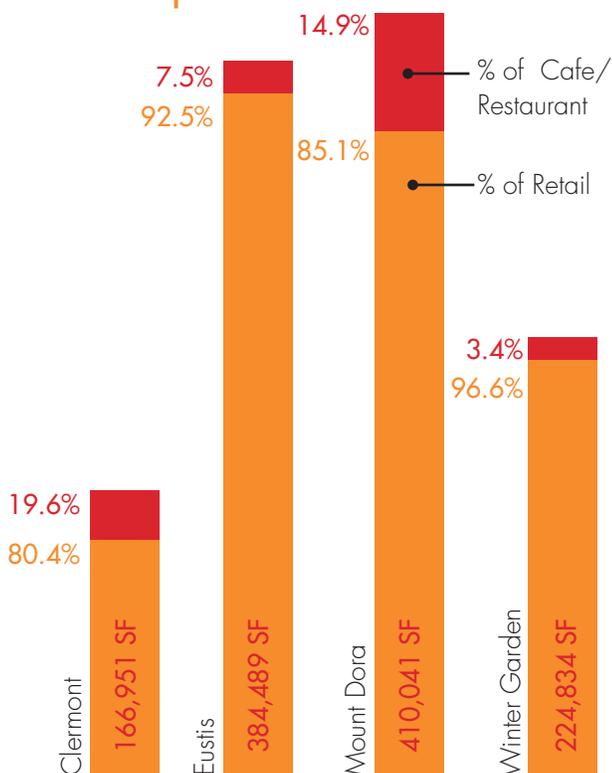
1 THERE COULD BE FUTURE OPPORTUNITIES FOR FOOD + BEVERAGE OR ENTERTAINMENT DEVELOPMENT IN THE DOWNTOWN AREA

- Demand for this product will lag residential development.
- If the number of events and festivals in the downtown area can increase, this will augment restaurant/food and beverage demand.
- It is likely that food and beverage operations will be local in nature.
- Increases in traditional retail will be difficult. Most retailers prefer the higher traffic areas along SR 50 and US 27.

2 WE BELIEVE THERE IS CURRENTLY DEMAND FOR NEW RESIDENTIAL UNITS IN THE DOWNTOWN CLERMONT AREA

- The residential market has rebounded locally and state-wide.
- Multi-family for-sale prices have started to increase again, though they are still far off from market peak.
- Current residential prices are about what was achieved in the years just prior (2003-2004) to the peak market years.
- The rental market is strong, with high occupancies. Rents are typical for suburban product at about \$1.00+ per SF.
- For-sale townhome or condo development would be more appropriate for smaller in-fill locations.
- Rental apartments would be more appropriate for larger sites that could accommodate 100+ units.
- Development in the core of downtown needs to have access to zoning (either by right or through incentives) to allow 25 to 40 units per acre, which achieves 3-4 story surface parked development.

Current Downtown Retail Market Snapshots



Residential and Retail Data

-  Since 2000, 28% of all multi-family units sold in the city were in downtown. (50 units)
-  Recent citywide multi-family for-rent occupancies range from about 91% to 98%.
-  Multi-family units in Downtown averages about \$30,000 to \$75,000 per unit.
-  Downtown Clermont CRA has about 167,000 SF of retail space.
-  Clermont has the highest percentage of restaurant space compared to other nearby cities (19.6%)

WATERFRONT & DOWNTOWN RELATIONSHIPS

Several other Central Florida cities have seen a renaissance along their waterfronts, and offer some interesting comparisons and lessons to Clermont.

Tavares: The waterfront park space is immediately adjacent to downtown's shopping/retail district (shown in red on the image). This proximity allows events that happen at the park to "drive" retail and restaurant customers to the district's shopping streets.

Clermont



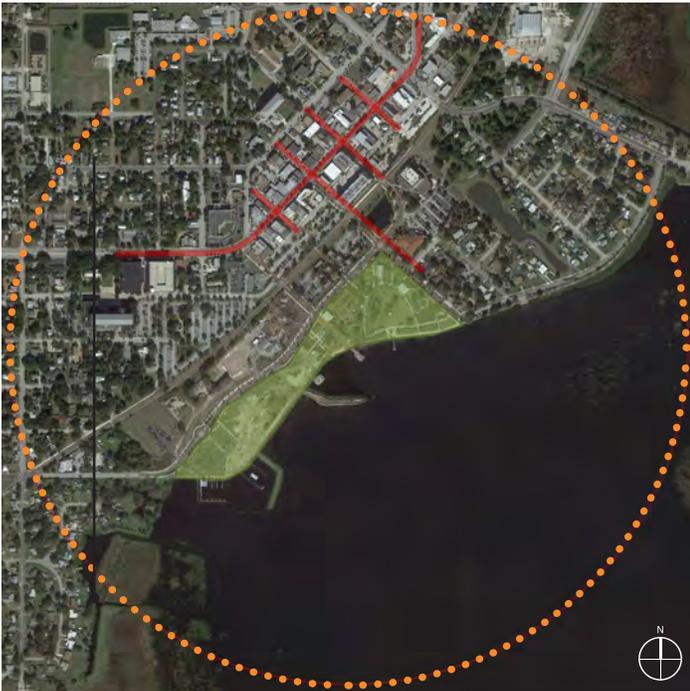
Eustis: The waterfront park is again proximate to downtown, which allows a strong relationship between downtown uses like shopping and restaurants and the lake amenity.

Kissimmee: Kissimmee's multi-million dollar Lakefront Park brings a very large amount of diverse activities to the area two blocks from the main street of the district, linked by a pedestrian-friendly street.

Tavares



Kissimmee



Eustis



PLANNING FRAMEWORK FOR THE DOWNTOWN WATERFRONT

The plan is based on a set of THEMES that describe the future downtown waterfront. The THEMES are organized into four MOVES that are implemented in individual PROJECTS. The projects cover the wide geography of downtown (as shown on the following pages) and have been loosely grouped into projects that should be considered now, soon (in 2 to 5 years), and later (beyond 5 years) based on their ability to fundamentally alter the course of downtown toward the MOVES and the City's perceived readiness for the activity.

A PLACE FOR PEOPLE

Downtown is an established "place" but needs to encourage more people to stay longer, more often, in order to grow and thrive.

A GREAT WATERFRONT

The waterfront presents an opportunity to have a linear park experience with many more leisure and recreational activities than are currently provided.

A QUALITY SENSE OF PLACE, CHARACTER, & IMAGE

The community cares about the aesthetics of both natural and constructed places, but the perception of downtown from major routes is undifferentiated and unremarkable.

CONNECT TO THE CITY

Downtown, along with the other two emerging centers at the NTC and Clermont Community Center, needs to be better connected to the surrounding neighborhoods.

HIGH-PERFORMING INFRASTRUCTURE & SERVICES

The success of downtown will be built on a foundation of supporting infrastructure and city services.

Create a Window to Downtown on SR 50



Connect the Parks and Neighborhoods



Add Energy and Activity to the Downtown Core



Re-Orient and Diversify Waterfront Activities



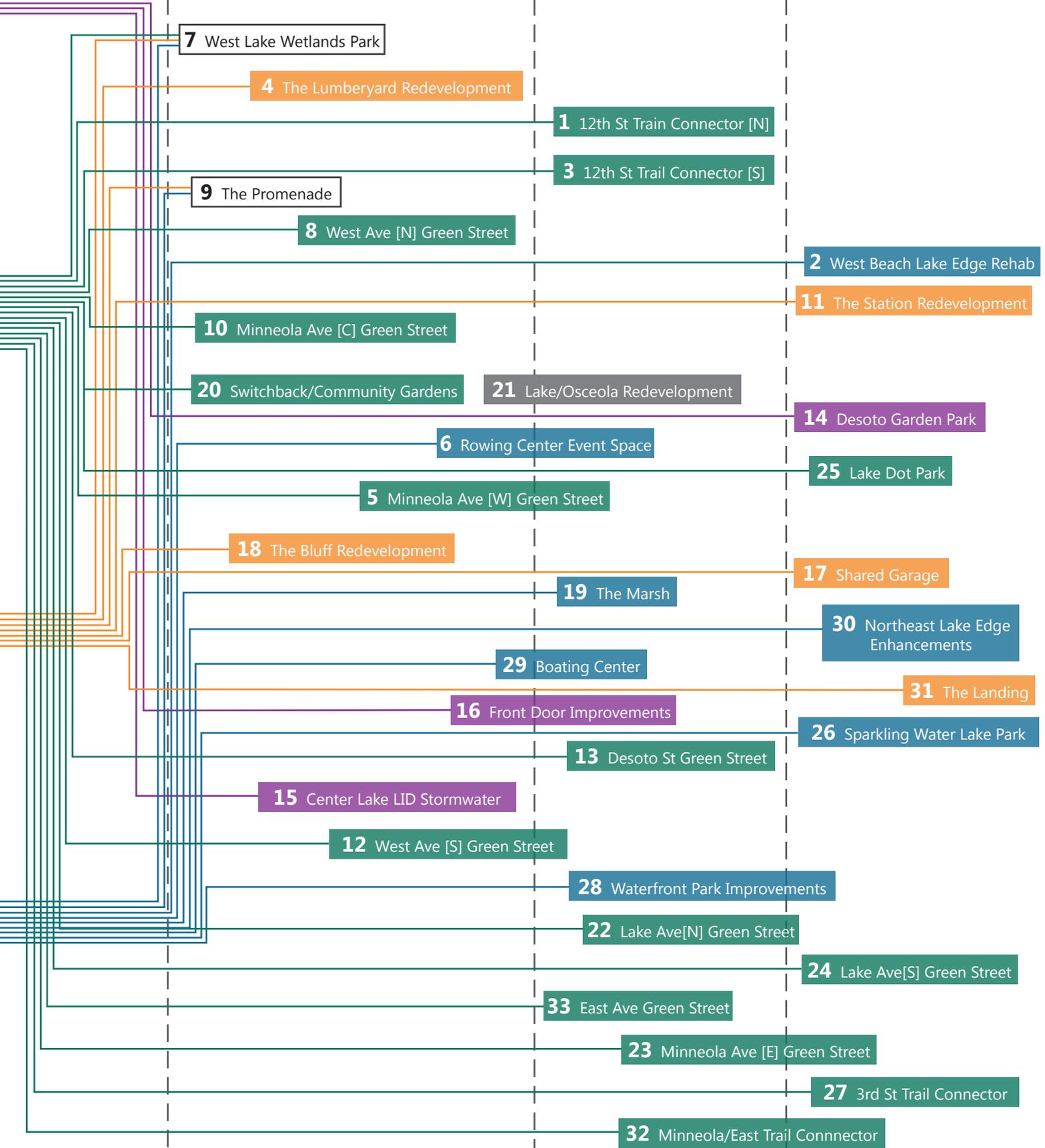
THEMES

MOVES

Projects to Consider Now

Projects to Consider Soon

Projects to Consider Later



PROJECTS

LONG - RANGE PLANNING VISION

This is the long-range vision for Downtown Clermont as a place for people, with a great waterfront and quality sense of place, visual character, and image, which is connected to the greater city and is supported by high-performing infrastructure and services. A number of potential infrastructure improvements that could implement the vision are shown. The improvements are conceptual in nature; as each is considered, a further level of design needs to be undertaken to define the project and confirm its purpose in implementing the vision. Some are long-term, requiring land assembly and significant construction. Some require public policy changes while others are private redevelopment projects. The recommended first six projects are indicated by letter, and are described on the following pages.



2 West Beach Lake Edge Rehab

Initial B+B Opportunity Target Area

1 12th St Trail Connector [N]

6 Rowing Center Event Space

4 The Lumberyard Redevelopment

7 West Lake Wetlands Park

9 The Promenade

8 West Ave [N] Green Street

18 The Bluff Redevelopment

Downtown CRA Boundary

5 Minneola Ave [N] Green Street

10 Minneola Ave [C] Green Street

17 Shared Garage

3 12th St Trail Connector [S]

12 West Ave [S] Green Street

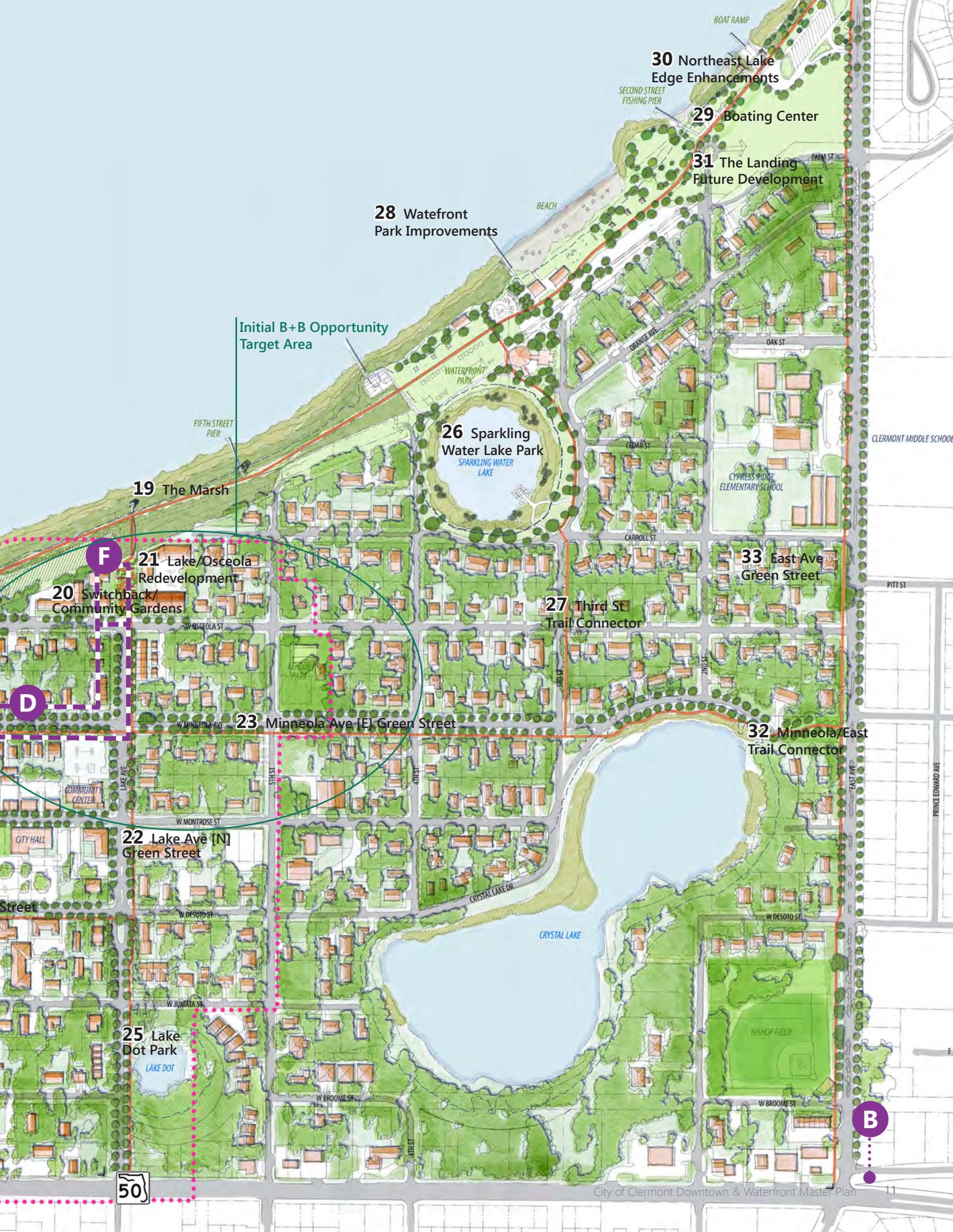
11 The Station Redevelopment

13 Desoto St Green

14 Desoto Garden Park

15 Center Lake LID Stormwater

16 Front Door Improvements



30 Northeast Lake Edge Enhancements

29 Boating Center

31 The Landing Future Development

28 Waterfront Park Improvements

Initial B+B Opportunity Target Area

19 The Marsh

26 Sparkling Water Lake Park

33 East Ave Green Street

21 Lake/Osceola Redevelopment

20 Switchback/Community Gardens

27 Third St Trail Connector

32 Minneola/East Trail Connector

23 Minneola Ave [E] Green Street

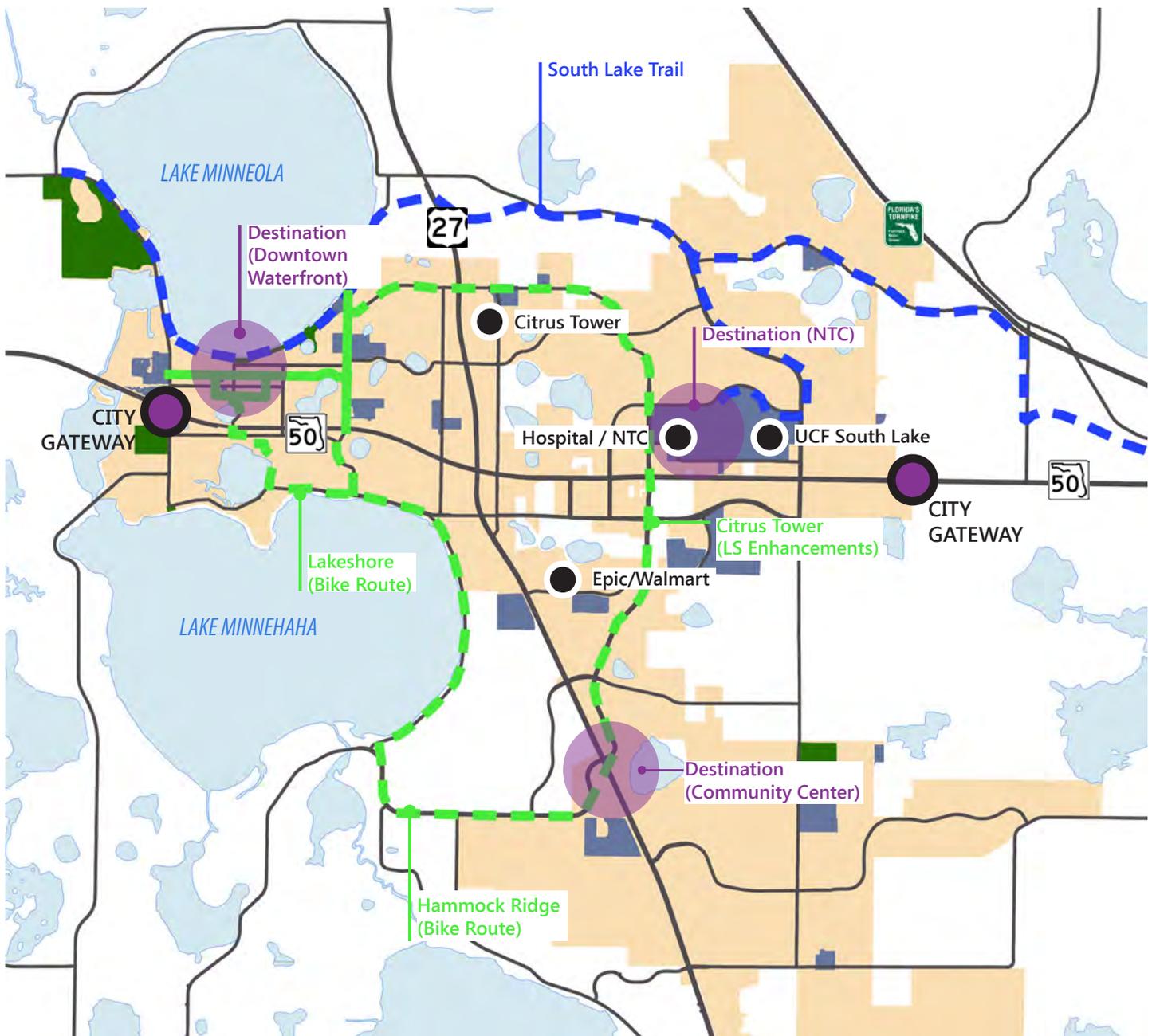
22 Lake Ave [N] Green Street

25 Lake Dot Park

B

50

NEIGHBORHOOD CONNECTORS & GATEWAYS



The improvements envisioned at the Downtown Waterfront need to be connected to the wider city. The map above shows a potential system of tree-lined boulevards that link the city's neighborhoods to important community destinations, like downtown, the community center, and the training center. These boulevards could be in the form of upgraded landscape and bike lanes in locations where they are not already provided, and can be implemented incrementally as roadway resurfacing projects are undertaken.

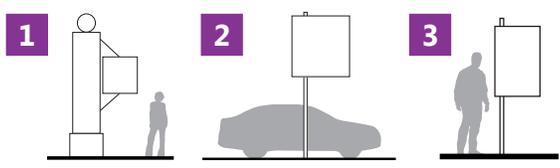
A THE PROMENADE



One of the key elements of the plan is to maximize the number of people who come downtown, either by living (residential), staying (hotel), or visiting (events). Having a space that can handle events from small festivals to huge races and regattas is imperative at the foot of 8th Street. The Promenade, as shown above, provides such as venue, along with a continuous waterfront path experience and pier with docking capabilities at the foot of 8th Street. Here activity can generate business for Montrose Street businesses and others in the vicinity.

Construction	\$4,165,000
Design+Engineering (20%)	\$833,000
Permitting (2%)	\$83,500
Equipment+Mobilization (14%)	\$583,100
Contingency (25%)	\$1,041,250
TOTAL	\$6,705,650

B SIGNING + WAYFINDING



Construction	\$425,000
Design+Engineering (20%)	\$85,000
Permitting (2%)	\$8,500
Equipment+Mobilization (14%)	\$59,500
Contingency (25%)	\$106,250
TOTAL	\$684,250

Finding destinations in downtown, either from the South Lake Trail or SR 50, will be key in building the downtown Clermont brand in the community's consciousness. It is of particular importance as a key location along the Coast to Coast trail, as cross-state cyclists looking for destinations will be helped by a robust system of signage and wayfinding. This system is recommended to include elements such as monument signs, vehicular directional signs, and pedestrian directional signs. The visual elements of the signage should include the "Clermont Choice of Champions" branding.



Development in the western portion of downtown is limited by on-site stormwater requirements, often making sites here 15% less functional than in other portions of downtown served by regional ponds. In addition, the waterfront has several dry ponds that impact the environmental experience of the waterfront. West Lake Wetlands Park serves to combine those elements into a utility stormwater pond serving west downtown and freeing up lakefront land for park or amenity development. In addition, this area should be designed as a park space and event area for larger races and include a filter marsh to polish the storm runoff before it reaches Lake Minneola.

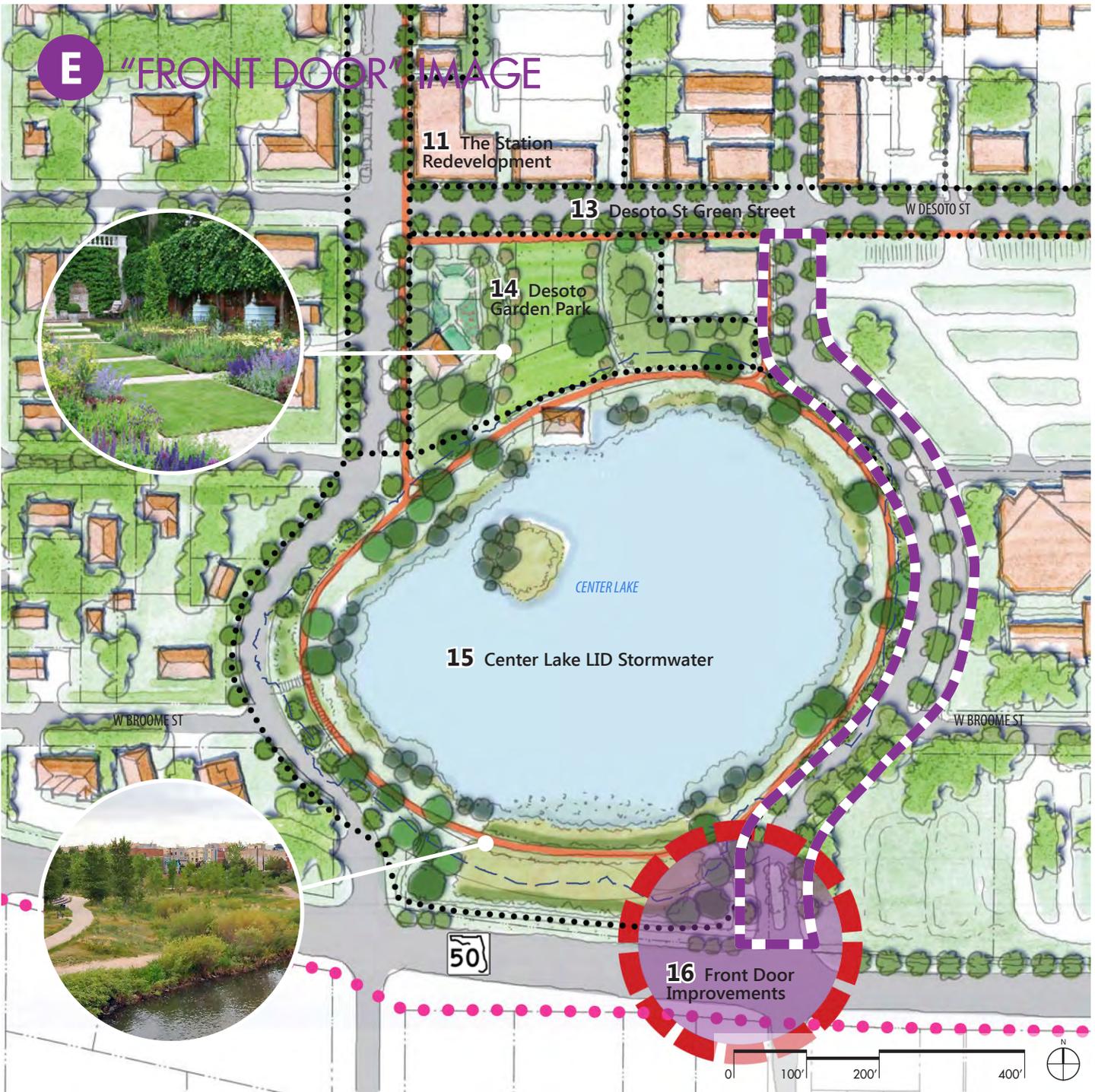
Construction	\$5,350,000
Design+Engineering (20%)	\$1,070,000
Permitting (2%)	\$107,000
Equipment+Mobilization (14%)	\$749,000
Contingency (25%)	\$1,337,500
TOTAL	\$8,613,500

D MINNEOLA GREEN STREET



Several “Green Streets” are recommended for downtown. Green Streets are locations that combine low-impact stormwater drainage techniques with improved pedestrian streetscapes and that form the spine of the connected pedestrian and cycling environment in downtown, connecting the uphill parks to the neighborhoods and to Lake Minneola. The first of these streets is Minneola Avenue from Lake Avenue to the proposed West Lake Wetlands Park. The street would include stormwater planters, on-street parking, upgraded street tree planting, a 5’ sidewalk on the north side of the street and a 12’ multi-purpose path on the south side of the street.

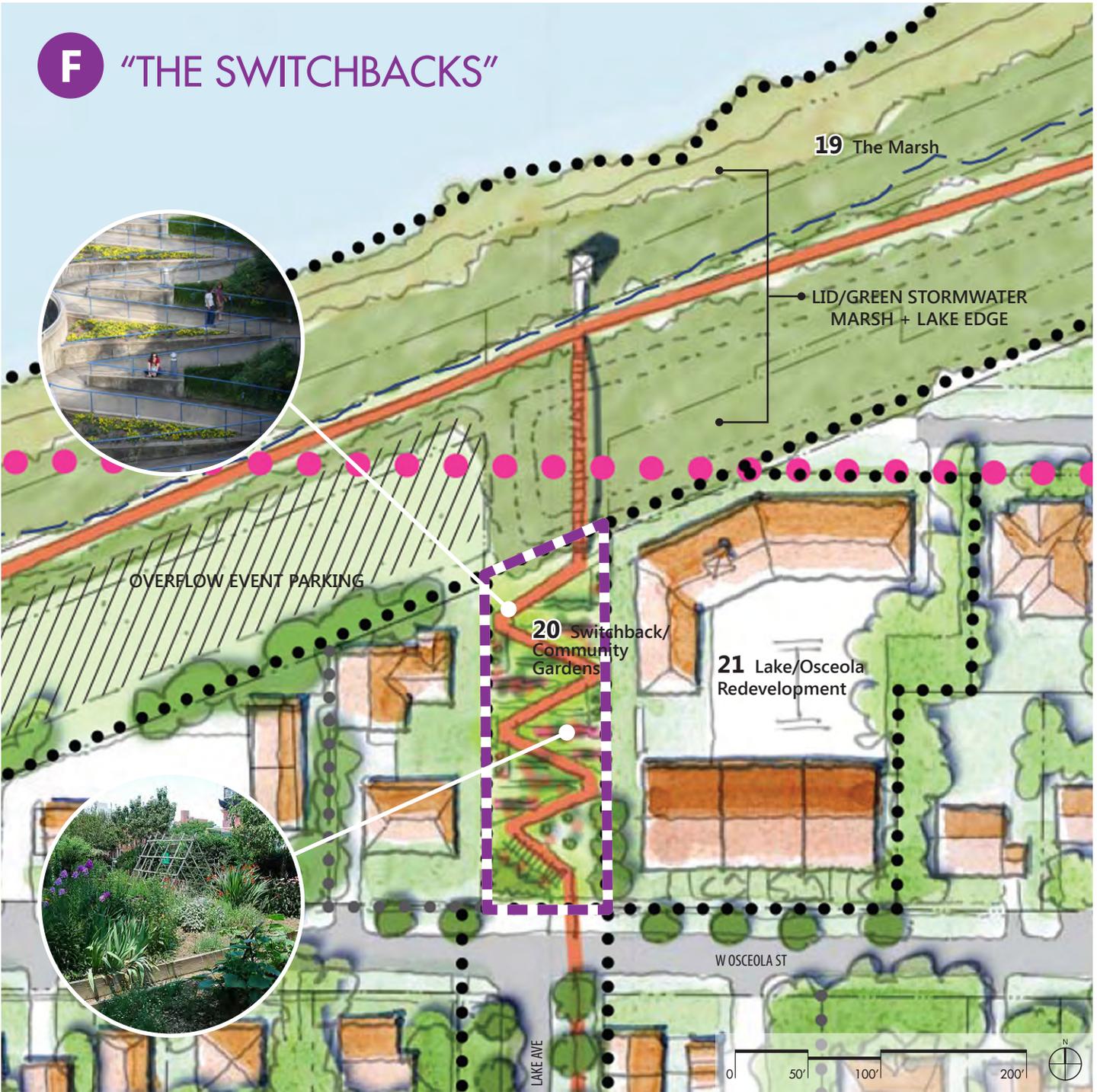
Construction	\$1,625,000
Design+Engineering (20%)	\$325,000
Permitting (2%)	\$32,500
Equipment+Mobilization (14%)	\$227,500
Contingency (25%)	\$406,250
TOTAL	\$2,616,250



The current perception of downtown from SR 50 is undifferentiated and unremarkable. The streetscape does not change to reflect the downtown and the signage is outdated. A series of landscape improvements at 8th Street and SR 50 are recommended to make the entrance into downtown consistent with the quality environment found on the lake side. This landscape would include sidewalks, street trees, and incremental low-impact stormwater management techniques.

Construction	\$225,000
Design+Engineering (20%)	\$45,000
Permitting (2%)	\$4,500
Equipment+Mobilization (14%)	\$31,500
Contingency (25%)	\$56,250
TOTAL	\$362,250

F "THE SWITCHBACKS"



As the trail system is expanded away from the Lake Minneola waterfront into downtown and the close-in neighborhoods, there is opportunity to make a connection at the end of Lake Avenue. In this location, steep topography has led to an unbuilt street right-of-way with the potential to carry a trail that connects to the proposed trail on Minneola Street. This trail would be configured in a “switchback” design to lessen the grade for all users and would conceptually contain a community garden space in between the switchbacks that is accessible from both uphill and downhill sides.

Construction	\$175,000
Design+Engineering (20%)	\$35,000
Permitting (2%)	\$3,500
Equipment+Mobilization (14%)	\$24,500
Contingency (25%)	\$43,750
TOTAL	\$281,750

GETTING STARTED: INTIAL BUDGET ESTIMATE

Project	Construction	Design + Engineering (20%)	Permitting (2%)	Equipment + Mobilization (14%)	Contingency (25%)	TOTAL
A The Promenade	\$4,165,000	\$833,000	\$83,300	\$583,100	\$1,041,250	\$6,705,650
B Signage & Wayfinding	\$425,000	\$85,000	\$8,500	\$59,500	\$106,250	\$684,250
C West Lake Wetland Park	\$5,350,000	\$1,070,000	\$107,000	\$749,000	\$1,337,500	\$8,613,500
D Minneola Greet Street	\$1,625,000	\$325,000	\$32,500	\$227,500	\$406,250	\$2,616,250
E "Front Door" Image Improvements	\$225,000	\$45,000	\$4,500	\$31,500	\$56,250	\$362,250
F The Switchbacks	\$175,000	\$35,000	\$3,500	\$24,500	\$43,750	\$281,750

Projects



The Master Plan Vision

Clermont is a place for people, with a great waterfront and quality sense of place, visual character, and image; connected to the greater city and supported by high-performing infrastructure and services.

**COMMUNITY
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